

# The **CREDIT UNION BRIDGE**

THE WAY TO ECONOMIC BETTERMENT



THE ADMINISTRATIVE BODIES OF CUNA (See page 11)

Official Publication

October 1950

Credit Union National Association

# A Gigantic Task



WHEN CLOUDS OF WAR shadow the world—as the storms of conflict spread—and the threat of further aggression seems imminent, the work of peace becomes more vital and urgent.

All of us in credit union work have increasingly realized that fact. For several years we have wanted to speed the spread of credit union benefits. The regular demands upon our staff and funds have limited sorely our ability to develop and carry out an adequate plan.

The Publicity, Organization and Public Relations effort (POP Program) during the last two years gives me hope that we are at last building a program which will tell the credit union story as it should be told—to every business, to every community, to every home and to every individual in the land. It is a gigantic task, worthy of our best efforts. To aid in accomplishing it I urge every credit union member to celebrate Credit Union Day on Thursday, October 19, 1950. I urge every credit union to seek to organize one new credit union during October—Credit Union Month. I urge every credit union and every credit union member to give as generously as possible to the POP Fund, so that the vital work may go forward with all possible speed in this critical year.

Let each of us pledge our efforts to make Credit Union Day, 1950, a highly significant day in credit union history—a mighty step forward in the service credit unions render mankind.

*John E. Eidam*  
President Credit Union National Association

## The Credit Union Bridge

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# Responsibility For the Future

By C. F. EIKEL, Jr.

Assistant Managing Director of CUNA

THERE WAS A TIME when education was considered a luxury. Most children had to get along with what they could pick up of reading and "figuring" at home. As time went on, parents got together to provide schools. Now we help to pay for education, for we know it is necessary—an investment in the future.

In the past homes burned down for lack of a fire department. Volunteer fire departments were early co-operative ventures to prevent this—and they were soon replaced with more modern methods. Now we all recognize our social responsibility to maintain such services for the welfare of the community.

The credit union movement is in the same position. We have grown into a potent social and economic force. Our ideas, our methods, must keep pace with this growth. WE MUST RECOGNIZE OUR RESPONSIBILITY TO INVEST IN THE FUTURE OF THE CREDIT UNION MOVEMENT.

The POP Program was set up to meet this responsibility.

I am sure that you are as interested in the future of the credit union movement as I am. We have gotten where we are because our early credit union leaders gave their time, energies and money to get the credit movement started. We cannot coast along on their investment. It is our responsibility to replenish it.

Raiffeisen and Desjardins gave us every ounce of their life-strength. Filene put a million dollars into the movement. You can think of others who have given their best to build the credit union movement.

We are like the sons who have inherited a valuable farm. We have been reaping the harvest. But we cannot continue to take from the land without enriching it—or year by year, our harvest will be poorer... and at last we will lose the farm.

Now, none of us has a fortune, like Filene, but we have the credit union principle: we can pool our resources to meet our need. EACH CREDIT UNION CAN VOLUNTARILY INVEST \$10 IN THE POP PROGRAM. No other investment will pay such handsome dividends. With the POP Fund thus created, we can concentrate on a really productive public relations program.

A really productive public relations program is a PLANNED program. It is not simply a case of sending out more literature, or getting additional newspaper publicity, although these are good and valuable tools. The job is bigger than that.

First we must sit down and get at the roots of our public relations needs. Credit unions have such basic functions that they reach into every facet of life. Families, credit unions, members, employers, labor unions, business and industry, government, church and civic groups—each has more to gain from the credit union. It is the purpose of the POP Program to release this vast potential for social and economic betterment, for human happiness. Yes, it is a big job!

Where shall we start? We must analyze our needs for good public relations, to rank them in importance, and then to discover the means most effective to do the job. Then we must put into operation a program which will give us the results we want most economically.

Let's get right down to cases. What about your credit union? What proportion of your membership is wholeheartedly sold on the credit union? How many \$5 and \$10 shareholders have you? How many come to you only when they're "in a spot"?

On the other hand haven't you ever had a "pipe dream" in which you saw all your members eager, well informed credit unionists, saving regularly, using all the services of the credit union, never missing an opportunity to build your credit union, to bring in a new member?

Of course you have a few such members—let's thank God for them! They're the salt of the earth, and the backbone of the credit union movement. We need more of them, lots more.

This is the FIRST job of the POP Program: to make our credit union people 100% supporters of the credit union idea, to give them a deeper understanding of the purposes of the credit union movement, and of their place in it.

Public relations might be called a two-way street: one of the ways to convince our own people of the value of the credit union is to gain

public recognition, and prestige for the movement. (We saw this principle at work in the Cornerstone Laying by the President.) You can see public relations is not a simple matter. It requires our best talents, and our continuous attention. People do not stay sold; you have to keep on selling them—day after day.

"As the twig is bent, the tree's inclined." We want our children growing up with the credit union idea. We want to see cooperative credit taught in the schools, as an integral part of the school's program for economic and social education. Think of the tremendous value of children's credit unions, operating in schools throughout the country! On every educational level—from the earliest grades through college—credit union philosophy should be given at least the same attention paid to other forms of consumer credit. This is another highly important job for the POP Program.

It involves giving the schools the tools to do the job—providing study plans for each level, as well as printed materials. It involves selling school teachers, school supervisors and principals on the credit union idea... No small job, either! Of course this must be a continuous effort.

Each and every government representative, whether in city, state, provincial or national government, should know about credit unions, and be keenly aware of their contribution to the common good. He should know the credit unions in his own locality—how many there are, what groups they serve, how many members they have. It is our job to make him so aware. We must build in these men an unshakeable faith in the value of credit unions, so that they will not only respect them, but actively work for their welfare.

These are just a few examples—can't you see the vistas of opportunity opening up before us?

It stands to reason that, to make the most of these opportunities, we need a public relations program on a stable, well-planned, permanent basis. To get results we need time, skill, continuing, concentrated efforts... and funds.

No doubt there are a number of ways to finance the POP Program. After no little investigation and thought we have come to the conclusion that the simplest, the easiest and the surest way to put the POP Program on a sound financial basis is to ask each credit union to accept responsibility for the future of the movement, and to invest \$10 in the POP Program.



Bookkeeper Virginia Day starts the day (no pun intended) by opening Arrow & Credit Union safe at National Stock Yards plant.



Posting Receipts to the individual share and loan ledgers is one of the jobs handled by Clerk-Cashier Betty Brombolich, another staff member.



M. F. Gregory, Treasurer of the Arrow & Credit Union, and staff. From left: Irene Skowron, Virginia Day, Alice Jentech, Loufene McLean, Betty Brombolich.



Joseph Anthony, table-ready meats veteran with 30 years of service at National Stock Yards, talks over loan arrangements with Virginia Day.



Depositing part of their weekly pay check (see, from left, William A. Niles, Norma Haynes, James S. White, and Wade Buchanan.

The Rustons, Sue, Alfred, Robbie, and Richie, try to decide which TV set the credit union will help them buy. Al's a city sales cashier at N. S. Yards.



# A Credit To The Nation

By J. J. FABISH

**A**T LEAST TWO great Americans have pointed out to us the important role thrift has played in building America. In a discourse on "Common Sense," Abraham Lincoln argued that "you cannot bring about prosperity by discouraging thrift." Years before, Ben Franklin had reminded us that "a penny saved is a penny earned."

Following the enactment of the Massachusetts credit union law in 1909, the late Edward A. Filene, Boston merchant and philanthropist, personally spread the gospel of credit unions throughout the United States. From this beginning have sprung thousands of credit unions with hundreds of thousands of members.

It was at South Omaha that Swift & Company entered the credit union picture in 1932. The organization was authorized there because the company saw in it two worthy purposes: (1) to promote thrift by providing employees with facilities for the deposit of savings, and (2) to make loans to members, at a reasonable rate of interest from the funds so deposited. The company exercises no control over the affairs of these credit unions, hence, assumes no responsibility for their financial soundness.

From that beginning at South Omaha, the credit union movement has developed to such an extent that today there are 74 of the organizations with members in Swift or associated units. Among these share-

holders will be found employees of Swift's meat plants, dairy and poultry plants, branch houses, plant food divisions, refineries, and oil mills. At Swift units where credit union facilities are available, there are about 60,000 employees. Of this number, more than 35,000 are credit union members.

A membership of 60 per cent is an indication that the credit union is a worthy organization and performs a real service for its members. For example, at the close of the 1949 calendar year almost 18,000 members had loans in the amount of nearly \$5,000,000 outstanding. Those loans financed new cars, television sets, and furniture. It enabled many a homeowner to make needed repairs. All this the credit union made possible by loaning money to its shareholders at low rates of interest. Since the first credit union was organized by Swift employees, its members have benefited through 384,588 loans made for the staggering total of \$56,481,203!

Shares and deposits on hand with the 74 credit unions operated by Swift employees at the close of the 1949 calendar year amounted to \$6,539,063. What better proof that Swift employees are thrifty? Of course, the dividends these shareholders receive each year from the credit unions make "interesting" reading in the members' account books, too.

Largest of these credit unions (from a standpoint of deposits) is the National Stock Yards Arrow S organization. Now 17 years old, its 2,900 or more members had on deposit at the end of last year more than \$900,000. They've put their money to work, too; since 1933, Arrow S Credit Union shareholders have negotiated 33,098 loans for \$8,324,593. During this time the Arrow S Credit Union has paid dividends of more than \$150,000 to its shareholders. As a protection to those shareholders it has accumulated reserves and surplus of almost \$75,000. The organization is guided by Treasurer M. F. Gregory, whose staff of assistants includes Virginia Day, Alice Jentsch, Loudene McLean, Betty Brombolich, and Irene Skowron.

In general, the Arrow S Credit Union at National Stock Yards is typical of all credit unions operated by Swift employees. It's a service organization whose directors have worked hard to sell the credit union idea to all employees. Shareholders' deposits are used wisely. Reasonable dividends are paid. Low-cost loans are arranged for shareholders.

If he were living today, Mr. Filene would be pleased indeed with the robust health of the infant at whose birth he was present. And there's many a Swift employee today who's mighty happy that Mr. Filene got the credit union movement rolling.



Frank Blus, cattle dressing department, glides through the Swift plant gate in the car he bought with money borrowed from the credit union.



William Tweedy, invoice department, leaves his home for the office. His two-stall garage was built with money from the credit union.

# HIDDEN CHARGES in Auto Financing CAN BE EXPENSIVE

(Reprinted with Permission from THE MACHINIST)

SUMMER is the time when car sales traditionally hit their peak, and indications are that this year is no exception. A lot of people will be buying used cars in the next few weeks, and unless they are careful to avoid the pitfalls, they can pay a lot more money than is necessary.

Most car dealers are honest, but the Federal Trade Commission has exposed a racket known as "auto packing" that is more widespread than might be imagined.

A witness for the Better Business Bureau testified at a recent F. T. C. hearing that "automobile dealers will dig into the public's pocket this year for a conservatively estimated \$30,000,000 in hidden charges."

## How It Works

The first step in beating the racket is to understand how it works. Packing is the practice of lumping together charges for the price of the car, the financing and the insurance. When the dealer fails to itemize the charges in a contract, the customer has no way of knowing what he's paying for the car, what he's paying for accessories, what he's paying for interest and what he's paying for insurance. That way, the dealer can add extra to the bill and the buyer never knows the difference. Part of the extra amount is kicked back from the finance company to the dealer.

One reason they are able to get away with this, the Business Bureau witness pointed out, is by "taking advantage of the ignorance or confusion most of us have regarding interest and finance charges. Many think the finance charge is interest and regulated by law. This is not the case. It is not interest, and with but few exceptions is not regulated in any of the states. The finance charge is the difference between the cash price and the time price and it is as much as the dealer wants to make it."

## Michigan Investigation

An investigation in Michigan last January showed that 28.48 per cent of installation charges on autos "are in excess of 25 per cent, 14.7 per cent of such charges are in excess of 50 per cent; 7.66 of such charges are

in excess of 75 per cent; and 5 per cent of such charges are in excess of 100 per cent." An earlier study in Pennsylvania showed the same.

The finance company supplies the dealer with rate charts, all nicely printed up to show what the finance rates are. When you're shown one of these charts don't be fooled into thinking it's a standard rate and can't be changed. The dealer has several charts and uses whichever one he thinks the traffic will bear. He may take out the highest one and point to it and say, "There, that's the rate. There's nothing I can do about it." A visit to another dealer in the same city might produce a rate chart that's lower or higher.

This practice of the shifty rate charts has been vigorously defended, mainly by used car dealers, in the FTC hearings. The federal agency is considering setting up rules which one of its attorneys has described as measures "to require nothing more than that common honesty instead of deception or misrepresentation, be the basis on which the sale contracts are made with the purchaser." At present there are regulations against auto-packing in only six states. So it is up to you to protect yourself against being gypped.

The first of the proposed FTC rules would make it illegal for car dealers to offer blank contracts for the buyer's signature. Many dealers have been using such contracts, explaining that it takes them time to look up the amounts to be filled in for the make, the year, and so forth. When the purchaser later receives the contract he finds that it's costing him more than he expected. Rule one, then, is always read your contract, and never sign a blank contract.

## Extra Charges

By packing, as explained above, the dealer can add extra charges which he later splits with the finance company. Rule number two, always ask to have your charges itemized. Find out how much the car costs, how much you're getting on the trade-in, how much is finance charges and how much is insurance.

Rule number three is to be sure to add up the payments and see what they come to—before you sign the

contract. It is good too, if possible, to get an agreement in the contract whereby you can pay off the debt sooner if you get the chance, and get a rebate for some of the financing cost. Most auto contracts hold you liable for a total amount. If you discover, too late, that you're being gypped and "want out," you can't get out.

## Itemized Insurance

A fourth and very important rule concerns the insurance. Just knowing what you're paying for insurance isn't enough. The insurance itself must be itemized. It is common practice for the finance company to take out only "single-interest collision insurance." This covers only the finance company's interest in the car if you have an accident before it is all paid for. It doesn't cover your interest or your liability for any car you smack, or medical expenses for yourself or the others, or anything else.

A witness for the American Automobile Association told the F.T.C. hearings of a case where the motorist not only collected nothing but was sued by the insurance company to collect what they had paid to the finance company. Always find out the extent of your insurance coverage. Make sure there's liability insurance.

When the glitter of that chrome blinds you and your only thought is to get in and drive away—stop long enough to remember the few simple questions that might save you as much as the price of the car.

## True Happiness

IF YOU WOULD KNOW true happiness, never let the day end without seeking forgiveness of the one you have injured. Be big enough to say "I'm sorry," to overlook fancied wrongs, to extend a helping hand to a brother who has strayed, to accept success and praise without losing poise. Be small enough to walk with the lowly and not feel superior. Many will agree with this, but few will follow it. Those few will carry the light of everlasting sunshine on their countenance, and man and God will walk with them.—THE ENKA VOICE.

# Credit Union Progress

*Excerpts from the Report to the Executive Committee at the August Quarterly Meeting*

BY THOMAS W. DOIG

THE FILENE HOUSE dedication ceremonies highlighted the great service the POP Program will render the credit union movement. The few thousand dollars built up during the first two years of the program helped us immeasurably to take advantage of the publicity and public relations opportunities offered by the occasion.

You have probably already read the article that appeared in "Business Week," the leading national business publication. The "New York Times," the "Christian Science Monitor," many local newspapers and house organs, radio, newsreel, television—all reported or featured the event.

Since that time many inquiries have developed which we are confident will result in much good to the credit union movement. For example, the "Voice of America" asked for complete information with respect to credit unions. The July 1950 issue of the "American Bar Association Journal" carried a reference to credit unions. We have been asked to supply material for a credit union article under consideration by Prentice-Hall Publications. An inquiry was received from the Bureau of National Affairs.

I have no doubt the development of the POP Program marks an important milestone in credit union history. The money it is beginning to provide for publicity, organization, and public relations work will, I am sure, enable us to go far beyond the goals our regular budget can allow for such purposes. I am confident that it will speed up our rate of growth many times. Just think, for example, what we would be able to do if we had the money to put on a continent-wide radio show each week. And that is only one example.

## Credit Union Day

Credit Union Day this year falls on Thursday, October 19. Let's make each Credit Union Day a truly great day in credit union history—a true memorial to the men it honors, Edward A. Filene and Alphonse DesJardins. Let's unite our full strength behind the celebration of Credit Union Day this fall so that it will do what it can do: Strengthen the spirit of credit union people and provide

a generous amount of additional funds for credit union publicity, organization, and public relations.

## CUNA in The Field

This report covers the activities of our staff for the period March 1, 1950 through June 30, 1950. A total of 35 states and 5 provinces of Canada received the services of our staff.

Thirty-seven credit unions were organized; 1483 credit union officials were visited; 144 credit union board meetings were attended—resulting in 39 league affiliations, 46 Loan Protection contracts and 39 Life Savings contracts sold; 27 CUNA bonds were sold; 61 Individual Life contracts were sold for a total volume of \$164,934 and a premium volume of \$2,300.17; 2 new chapters were organized.

In addition, members of the staff attended 42 chapter meetings, 34 league annual meetings, 42 league board meetings and 14 league executive committee meetings and 57 other meetings.

## CUNA Mutual Insurance Society

CUNA Mutual Insurance Society continues to show substantial increases in all types of contracts, reaching an all-time high of more than one-half billion dollars of life insurance in force. Latest figures available at the writing of this report reveal coverage of \$509,030,711 on May 31, 1950.

The tremendous educational and promotional value of the annual meetings and Filene House dedication here in Madison was directly reflected by the record-breaking number of new Loan Protection, Life Savings and individual contracts issued directly following the meetings in May, and these increases in number of contracts have been steady to date.

## CUNA Supply Cooperative

Gross sales of the CUNA Supply Cooperative show a 3.8% increase for the first four months of the 1950 fiscal year. Last year for the period there was \$91,587 in Sales as compared to \$95,063 for this year's four-month period.

Net Proceeds have increased by 36.97% or a total of \$9,290.67 for this

## Policy on Service Loans

*Voted by Executive Committee*

The following temporary policy was voted by the Executive Committee at the August quarterly meeting: "Service Loans: That credit union officials maintain a liberal attitude on loans to members within or about to enter the armed forces and that such persons and their endorser be exempt from the payment of interest on their loans during the period of emergency."

period as compared to \$6,782.83 a year ago. The Net Proceeds to Sales is 9.92% against 7.55% last year. These figures are all for combined totals of Canadian Office with home office for both periods.

The Poster-a-month subscriptions have increased to 1,084 subscribers using 4,353 posters each month. This amount plus the bulk sales of posters totals over 4,500 posters a month.

## CUNA Insurance Research Division

On June 30, 1950 our total bond coverage in force was \$42,546,100. The number of credit unions using Bond services is 6,190.

## Credit Union Bridge

We really have cause for great celebration at this meeting insofar as BRIDGE is concerned. For the first time since it started operations BRIDGE is completely out of debt. Possibly you will remember that at one time this debt aggregated some \$48,000 and I think we all have cause to rejoice and to congratulate Charlie Hyland on the good work which he has done to accomplish this splendid result. BRIDGE circulation at present is 21,319 as of July 18, 1950.

## CUNA Book

The completed manuscript has been sent to Mr. Giles and we understand that he is now ready to turn it over to Harpers for printing. We have also been informed that the manuscript for Mr. George Boyle's book about Alphonse DesJardins is in the hands of Harpers and he is presently awaiting the galley proof.

I have read both manuscripts. I believe the one complements and supplements the other. I believe there will be tremendous demand for Mr. Boyle's book, "A Poor Man's Prayer," in Canada and some demand also in the States. I have rec-

ommended to the joint bodies that serious consideration be given to purchasing 3,000 of each of these books and making them available to credit union members through the CUNA Supply Cooperative.

#### Organization News

The organization of new credit unions during the first four months of the 1950 fiscal year is about 12 per month better than last year, but is still a little short of the 100-per-month pace needed to reach our drive goal. Our records show the following comparison: March 1, through June 30, 1950, 403 organized and 120 liquidated; and March 1, through June 30, 1949, 356 organized and 130 liquidated.

Several leagues have responded to the resolution adopted by the annual meeting urging them to establish volunteer organizer contests within the leagues. Six contestants entered in the current volunteer organizers contest have reported a total of eight new credit unions through the end of June. Richards of Ohio is leading with three. Fifteen members of the National Board have reported organizing a total of 26 credit unions between May 1 and June 30. There is an increasing number of publications having considerable prestige in various fields which are carrying credit union articles. These help the organization effort indirectly and on some occasions are responsible for direct inquiry on how to organize. In all, it looks very favorable for a highly successful year in organization of new credit unions if we all pitch in and follow the leads that are springing up everywhere.

#### Move to Filene House

Our first items of equipment were moved to Filene House on Saturday, June 18, and we had completely vacated the premises at 1342 East Washington Avenue by Friday, June 24. I believe the move was accomplished with minimum disruption of our activities. Working conditions in Filene House appear to be conducive to greater efficiency on the part of the staff. We are all happy in our new quarters and grateful to all of you who had a part in making Filene House possible.

#### Fees for Federal Credit Unions

As you know, the cost of examination of a federal credit union has been increased to \$47.20 per examiner-day, or 50¢ per \$100 of assets, whichever is lesser, with a minimum charge of \$5, effective on July 10, 1950.

As I understand it, the Federal Security Agency did propose to the

presiding officer in each of the Houses of Congress that legislation be introduced through the individual Banking and Currency Committees, which would increase the supervision fee from \$10 per annum to \$10 per annum for each \$40,000 of assets of the individual federal credit union. To the best of my knowledge at this writing (August 1, 1950) no legislation looking toward this end has been introduced.

As you know, the initial appropriation approved by the Bureau of the Budget was \$375,000. The House reduced this amount to \$200,000. I am informed that acting as Committee of the Whole the Senate increased it again to \$300,000 and the matter is still being debated. I am also given to understand that if we finally come out with an appropriation of \$250,000 then with the additional fees available through the increased rate there would be sufficient money for the Bureau to function properly.

I am sure we are all interested that federal credit unions be properly examined and we are interested to maintain a proper examining force with sufficient salary allowance, etc. The Federal Credit Union Law was enacted through the efforts of the Credit Union National Extension Bureau and with the support of credit unions then operating under the law, and has continuously had the support of the Credit Union National Association after the Credit Union National Extension Bureau went out of business. We are just as interested today in promoting the development of federal credit unions as ever and I am sure that our study committee, working through Management with the Bureau of Federal Credit Unions, will ultimately find a solution satisfactory to all.

#### Jamaica Credit Union League

You will remember that some time ago the Jamaica Credit Union League applied for associate membership in the Credit Union National Association. The Executive Committee elected this league to associate membership, but because they were prohibited from sending money to the United States they were unable to qualify for membership. The Jamaica League has now made arrangements with the government whereby they can remit CUNA dues and premium for Loan Protection and Life Savings Insurance in United States dollars, and they sent us their dues in the amount of \$162.50. The Jamaica League thereby completed its membership and requested that someone attend the annual meeting

of the League and tell the people of the benefits obtained through affiliation with CUNA. Mr. Edgerton represented the National Association and the CUNA Mutual Insurance Society very capably at this meeting, and we have received enthusiastic letters from Father Sullivan with regard to his visit.

#### Puerto Rico Credit Union League

Two representatives of the credit union movement from Puerto Rico attended our May meeting and requested that someone come to Puerto Rico to aid in the formation of a league there. Immediately following his visit in Jamaica Mr. Edgerton went to Puerto Rico and aided them in taking the initial steps toward formation of a league. A telegram from Puerto Rico dated July 31 advised that the Puerto Rico Federation of Credit Unions was formally organized on July 30.

#### The Joint Committee

The Joint Committee composed of the Executive Committee, the Cuna Mutual Board of Directors, and Cuna Supply Administrative Committee—was the first session scheduled. Their common problems regarding the provisions of the deeds, termination of the Filene Memorial Trustees, policy for employees entering military service, and progress of the retirement savings plan—were ironed out and agreed upon.

Deeds were executed to Cuna Mutual Insurance Society for the one-half of the building financed by them; and to the Credit Union National Association for the other half by the Filene Memorial Trustees; and to release Mr. Reid, Mr. King, and Mr. Rothchild as trustees on having completed the purpose of the trust.

A military service policy was established for the Cuna Employees to provide, "That when a permanent employee who was in our employ on August 1, 1950, leaves our employment to enter the military service, we shall ascertain his or her pay from the military, not including any allowance for quarters or rations, add to that \$48 per month and deduct the sum of these two items from the salary now paid the individual and remit to him or her monthly the difference between these two for the period of his or her service, but not to exceed one year."

Mr. Pratt as chairman of the Cuna Retirement Savings Fund reported there were 21 participating employers and 142 participating employees; that the assets of June 30

were \$174,000 which is an increase of 50% over one year ago; that the trustees had agreed to loan up to \$15,000 to credit unions at 3%; that \$1000 of the reserve had been distributed to the employees' forfeitable accounts, leaving a balance of \$10,200 in the reserve, which is about 6% of the total assets.

#### The Executive Committee

The following actions were taken by the Executive Committee:

The booklet committee presentation for a new pamphlet entitled "Suggestions to Help Directors Direct" was approved for publication.

The Filene House Advisory Committee were complimented and discharged. A rising vote of thanks were given R. A. West (chairman), G. P. Farr, J. S. DeRamus, and E. J. Christoph as members of this committee which developed the procedures, plans, and arrangements for building Filene House.

Gratitude to the Filene Memorial trustees was expressed by President Eidam, "We appreciate greatly the services that you (trustees) have rendered in administering this trust, and so on behalf of the Executive Committee and the Credit Union National Association, we desire to publicly and sincerely thank you for your contribution to this movement".

All three of the trustees made brief remarks. Mr. Reid, the chairman, thanked others for their cooperation and particularly Mr. Hyland, who had worked closely with the committee during this period. Mr. Reid also remarked at an earlier session that he never received the satisfaction from any other organization work as from the credit union movement, and that he would be glad to have assignments that the movement thinks he can do.

Mr. King remarked, "It has been a great honor to have been associated with you gentlemen and one of the greatest of my life, and I only hope the opportunity occurs again for me to serve you in any way you may wish. Thank you very much."

Mr. Rothechild, the other member of the trustees, said, "I hope, gentlemen, that this building will be an inspiration to you men to carry on this movement and make it even greater and more useful than it has been up to this time, and I wish you every success."

Two actions of policy were voted governing fees of Federal Credit Unions. One, that the administration, education, and promotional work of the Bureau of Federal Credit Unions

should be adequately supported by government appropriation for public welfare, and not chargeable to the credit unions as examination expense. The other, that the Credit Union National Association oppose an increase of federal supervision fees from \$10 to \$10 for every \$40,000 of assets or fraction thereof.

The Executive Committee voted to submit to the next session of congress the following amendments to the Federal Credit Union Act:

1—An amendment to paragraph 5 of Section 7 which eliminates the words "with maturities not exceeding three years."

2—Paragraph 5 of section 7 after the word "provided" be amended to read, "That no loan shall be made to a director, officer or member of a committee in excess of the amount of his holdings in the credit union as represented by shares thereof unless the loans shall be unanimously approved at a meeting of the Board of Directors, the Credit Committee and the Supervisory Committee in the absence of the applicant, at which meeting a majority of the total membership of the Board of Directors and the Credit Committee and the Supervisory Committee must be present. Such approval must be entered on the loan application."

3—Section 7 be amended by adding "(e) and in shares of Central Credit Unions".

The Legal and Legislative committee were also instructed to bring in amendments to the Federal Credit Union Act to permit federal credit unions to invest in state chartered institutions that are federally insured, and to provide in the federal law for patronage refunds for federal credit unions.

#### Cuna Mutual Insurance Society

The managing-director reported, that through the cooperation of the Michigan Credit Union League, the insurance services of Cuna Mutual were broadened in that State.

Permission from the Jamaican government to pay Cuna dues and premiums for Loan Protection and Life Savings was obtained by the Jamaican Credit Union League. O. H. Edgerton, assistant general manager of the Cuna Mutual Insurance Society, attended the tenth annual meeting of this league, and applications for both Loan Protection and Life Savings insurance from 12 of these credit unions. Mr. Edgerton also visited Puerto Rico where he assisted in setting-up a federation of credit unions, and to clear up several insurance problems.

The board voted that there shall be no war clause in any Cuna Mutual contract at this time. While further study is being given this matter, they did not feel that a present need for restrictive measures existed.

#### Cuna Supply Cooperative

The Administrative Committee considered the distribution of the new book by George Boyle to be published by Harpers shortly by the title "The Poor Man's Prayer". The book is a story of Alphonse Desjardins and the beginning of credit unions in North America.

It was decided to order 5,000 copies and to make a package offer with the book by Richard Giles entitled "Credit for the Millions", which is a factual study of credit and credit unions in North America. The books will sell for \$2.50 each and \$4.50 combined together.

This meeting was the first opportunity for the members of the committee to review the manuscript. Jack Burns from British Columbia commented, "I read 50% of Boyle's book from one of the manuscripts we have here and I am willing to gamble that most of the people in this room, if they were to read that book, would be impressed; that it would be an eye opener to see what a struggle it was to establish credit unions, and the purposes they served. There were no laws and the fight to get a law was up-hill business. The book is very readable. I want to see every one of my league board have a copy, and certainly if my league board gets it, there will be a number of credit unions that are also going to order them for their own directorate."

Melvin Wideman stated, "We all know the more educational material we can get out for the credit unions, the better off the credit unions will be, and also the more credit unions will be organized."

The committee was impressed with the package sales idea for the book "Credit for the Millions"—by Richard Giles is an overall factual story of credit unions, and "The Poor Man's Prayer" by George Boyle is a touching story of Alphonse Desjardins, the problems of poor people, and how a sound credit system enhanced their opportunities.

#### Canadian Manager's Report

Gordon Smith reported that the Manitoba League had transferred its supply business to the Cuna Canadian Office, and that the Registrar of Credit Unions in Ontario was recommending the use of standard credit union forms.

# Maximum Under Life Savings To Stand at \$1,000

**A**T THE RECENT Biennial General Election of the CUNA Mutual Insurance Society, the policyholders adopted a resolution requesting the Board of Directors to consider the possibility of increasing the maximum individual benefit under the Life Savings Contract from \$1,000 to \$2,000. A similar request was made at the Annual General Election of the policyholders in 1947.

The Board of Directors of the Society gave the proposal a great deal of consideration at its meeting in Madison on August 11, 1950, and

believes it is appropriate at this time to point out the basic aims of the Life Savings contract leading up to its institution.

The purpose of Life Savings insurance is to encourage credit union members to save regularly, particularly members with small incomes. By setting the goal of \$1,000, it was hoped that credit union people would be encouraged to be thrifty, and to build a small estate for the good of their families.

If you think it's the hardest to make your first thousand dollars, did

you ever consider how much more difficult it is to save your first thousand dollars? In modern times, great emphasis has been placed upon the safeguarding of large investments and much money has been spent in securing the services of brokers to make wise investments of large sums of money, but until the advent of the credit union, very little had been done about helping the average man accumulate any capital or as the saying goes, to save his first thousand.

Your credit union has as its primary purpose the promotion and establishment of sound thrift habits among its members. Leaders of the credit union movement have spent much time in the study and development of ways and means to promote thrift. A real "first" in providing an incentive to save was achieved when CUNA Mutual developed the Life Savings Plan for insuring credit union members' shares. Here was a life insurance benefit which could be attained only through thrift.

The Life Savings insurance was developed to encourage the average man to save his first thousand. Joe Doakes, who had perhaps never saved a dime or had a nickel's worth of insurance in the past, now had a real incentive to save and through this saving had some insurance to boot. His savings, even though accumulated a mite at a time, were less apt to be withdrawn as by withdrawing his savings, he lost his insurance.

The CUNA Mutual Board has as its announced purpose in developing Life Savings insurance the creation of additional incentive to the average credit union member to save a thousand dollars. The Board felt so keenly about this altruistic purpose that they incorporated it into the actual contract form of Life Savings insurance, a feature which has little legal value, but which serves to keep the purpose of the contract ever present in the minds of the participants.

Recent studies indicate that over 97% of the credit union people who use this insurance have savings balances of less than \$1,000, thus only 3% of the credit union members have over \$1,000 in credit union savings. The vast majority have under \$200 saved in their credit unions. An increase to \$2,000 would benefit only 3% of the membership.

In order to offer this increased coverage it might be necessary to increase the premium rate paid for all members covered with Life Savings insurance. The higher premium rate would be necessary because those

## Canadian Credit Unions Aid Manitoba Flood Relief

CONTRIBUTIONS from Canadian Credit Unions totaled \$2,858.75 at the time of the annual meeting of the Credit Union Federation of Manitoba. Shown in the picture below C. B. Fraser, the new president of the Co-operative Credit Society of Manitoba, received the lists of subscribers and checks from Gordon Smith, manager of the Cuna Canadian branch. The

funds will aid the Manitoba Flood Relief Program.

Since this meeting additional funds have increased this total to \$3,092.55.

D. G. Reimer, of the Credit Union Federation of Manitoba, writes that they were extremely pleased with donations from credit unions everywhere in Canada through the Hamilton office.



C. B. Fraser receives the contributions for the Manitoba flood disaster in behalf of the Manitoba Credit Union Federation and the Manitoba Flood Relief Program, from Gordon Smith, manager of the Cuna Canadian office.

members with more than \$1,000 in savings tend to be of an older age group than those with smaller savings. Hence there is more risk.

It might be pointed out that there is more risk under Life Savings than under Loan Protection: With Loan Protection, the amount of insurance on the member drops as his loan is repaid, but with Life Savings the amount of insurance increases as his savings grow. Loan Protection coverage stops at age 70, but Life Savings insurance goes on for life, and the amount paid at death is not based on age at death but on the age at time of deposit.

The Board of Directors indicated at its meeting that it would like to have further study made of the advisability and possibility of increasing Life Savings contracts beyond \$1,000 and has requested management and the actuary to submit recommendations at such time as they feel a real need would be served in increasing the amount of such insurance.

#### COVER PICTURE

AFTER THE DEEDS were all properly signed, the Filene Memorial Trustees, the Filene House Advisory Committee, and the administrative bodies of CUNA went out in front of the building to formally give the deed to John Eidam, president of the Credit Union National Association, and to Moses C. Davis, president of CUNA Mutual Insurance Society — while Melvin Wideman of the CUNA Supply Administrative Committee took moving pictures of the event.

First row: Elmer Christoph\*, Wisconsin; Moses C. Davis, president of CUNA Mutual, Georgia; Guorden P. Farr\*\*, Michigan; W. A. Dunkin\*, Missouri; C. Frank Pratt\*, California. Second row: Jack Roe, CUNA attorney; J. D. Nelson MacDonald\*, Nova Scotia; William Reid\*\*, Willard King, Joseph Rothchild — Filene Memorial Trustees; John Eidam, president of the Credit Union National Association, Nebraska; W. O. Knight, Jr., president of CUNA Supply, South Dakota; Harold Moser\* and\*\*, Louisiana. Third row: Charles G. Hyland, comptroller of CUNA; Marion Gregory\*, Illinois; Harry Lash\*\*, Iowa; H. B. Yates\*, Texas; William Pratt\*\*, Pennsylvania; R. A. West, chairman of Filene House Advisory Committee, Illinois; Jack Burns\*\*, British Columbia.

\*member of Executive Committee

\*\*member of the CUNA Mutual Board

## Two books you need...

THIS FALL the distinguished publishers, Harper and Brothers, are offering the general public two credit union books:

**Credit for the Millions**, by Richard Y. Giles, with a foreword by Thomas W. Doig, managing director of Credit Union National Association.

**The Poor Man's Prayer**, the story of credit union beginnings, by George Boyle.

The book by Giles contains an astonishing amount of credit union information not otherwise available, which credit union leaders badly need in their work; it is exceedingly well written, and should have a good popular sale outside the credit union movement.

The book by Boyle is a fictionalized biography of Desjardins, the founder of credit unions on this continent. It can be read with pleasure as a novel—once started it's hard to put down. But the story of a man moved by the misery of poor people; torn by doubt as to how much and what he could do about it; inspired to pioneer a movement of democratic action—this is the basic credit union story told in this book.

Both books are thus designed specially for credit union directors and committee members, all of whom should own copies. Credit unions might well present copies to their leaders and those whose contribution merit special recognition.

Cuna Supply Cooperative has made a special arrangement with the publisher so that credit union people may obtain both these books together in a special package for \$4.50—50¢ less than the cost of the two books separately.

To be sure that your credit union gets its sets as soon as they are off the press, order now—from your credit union league supply department, or CUNA Supply Cooperative, at Madison 1, Wisconsin, or Hamilton, Ontario.

## Small Loan Companies Face Crackdown

ILLINOIS OFFICIALS are reported by Chicago Daily News to be preparing to order several small loan companies in that state to show cause why their licenses should not be revoked. Chief charge against them is that they have been coercing borrowers to pay an extra fee for credit life insurance.

Chicago Better Business Bureau officials report that their investigators have been told by borrowers that they were forced to pay extra fees against their will.

Illinois law prohibits small loan licenses on charging or receiving extra fees for insurance premiums in

addition to regular interest which in that state ranges from 36 per cent on the first \$150 to 12 per cent on loans from \$300 to \$500. The rate on loans from \$150 to \$300 is 24 per cent.

Harry Hershey, state director of insurance, ordered the rule relaxed in May, 1949, and permitted loan companies to sell insurance—if requested by the borrower and if it were written at no profit to the licensee. The ruling was protested by the Illinois Association of Small Loan Companies. It averred that "the legal interest rates are high enough to take care of all risks."—THE INDUSTRIAL BANKER.

# Your Life Insurance

## A Common Sense Program

By Harold Johnson

**L**IFE INSURANCE, most of us will agree, is a "good thing"; yet very few of us give it the time and attention that its importance deserves.

It's important, not only for the future welfare of your family, but in dollars and cents to you here and now.

Do you realize that a life insurance program, a minimum program, mind you, involves the expenditure for a family of average size, of about \$8,600 during the working life of the breadwinner? This is a major expenditure in the life of the average man, and certainly deserves his serious consideration, and best judgment. Proper planning and buying of this minimum insurance program could reduce the cost twenty-five percent, or, without reducing the cost, could increase the benefits thirty-three percent.

### To Get the "Best Buy"

Of course, to get the "best buy" in insurance, you have to know a little bit about it. Now life insurance is really not the complicated, mysterious business that some people think it is.

Briefly, insurance is a scheme, or plan, of distributing a financial loss over a great number of people in order that no single individual may be appreciably hurt. As an example, let us assume that in a community of 1,000 farmers, three of them lose a barn each year by burning. If each barn in the community is worth \$2,000, then the loss each year is \$6,000, and it is borne by three men. Now if these 1,000 farmers band together at the beginning of each year, and each one contributes \$6 to a common fund, then, as a barn is lost, the owner is presented with \$2,000 from the fund that has been set up. Here we have an example of insurance at work. This is the principle behind insurance, and from this idea life insurance companies have grown. These companies write contracts, or "policies," with hundreds of thousands of people, thereby achieving great stability, and also spreading the cost of losses thinly, and widely.

Various types of contracts are written by insurance companies. They are Term insurance, Ordinary, or Straight Life insurance, Limited Payment policies, and Endowment insurance. Special forms known as Annuity policies, Mortgage insurance, Educational insurance, etc., are to be had.

### The Basic Policy

The basic policy is one year renewable term insurance; and all of the others combine with this, some form of savings.

Term insurance is the cheapest insurance that can be bought. This type of contract provides protection for a specified period of time, and at the end of that period, becomes void. At the end of the period it is usually renewable, at a higher rate, and before the expiration date can usually be converted without physical examination, to a higher price type of policy.

Ordinary Life, or Straight Life insurance, is the next higher priced type of insurance. It is called "straight life" because the policyholder is supposed to pay on it all of his life. The annual payment on this type of policy remains the same for as long as you keep it. This, I think, is the best type of policy for the man who works for a living. It is the lowest-priced permanent type of insurance, and, once you have it, the annual cost does not increase with age.

Other higher priced policies are called "limited pay" policies, meaning that the premiums are paid over a limited, specified number of years, at the end of which period the policy is good for the remainder of your life, without further payments. This type of policy may also have an endowment feature, although it is not always called endowment insurance. Examples of this type of policy are 20-payment life, 20-payment life, 20-year endowment, 20-year endowment, etc.

A combination of Ordinary Life insurance, plus savings in your Credit Union, will, for the same cost,



**HAROLD J. JOHNSON**  
Chairman Insurance Advisory Committee,  
Gulf Neville Employees Federal Credit  
Union, Avalon, Pennsylvania

afford you greater protection, and, at the end of the endowment period, yield you more actual cash. The same thing may be said of the so-called "educational" policies.

### About "Guaranteed Values"

Every insurance policy, other than term insurance, has what is known as "guaranteed values." These are: 1) a cash surrender value, 2) a paid-up insurance value, and 3) an extended insurance clause. In other words it can be surrendered to the issuing company for a stated amount of cash, exchanged for a paid-up policy of stated value, or, if you just stop making your annual payments, you are still insured for the full value of the policy for a definite number of years, the number of years depending on the length of time payments have been made. All of these things are plainly stated in your policy. Read it. It is often profitable to take advantage of one or the other of these provisions.

Now that we have a general idea of what life insurance is, and what the various types of policies are, let's see how we go about planning a life insurance program.

### How to Plan Your Program

First, we have to decide who in a family, should be insured, and for how much.

The bulk of the life insurance in a family should be on the breadwinner. The breadwinner can continue to earn, and support himself, even through he lose all of the other members of his family. That is not true

of his wife and children, therefore, on each of them only enough insurance for final expenses should be carried. How much life insurance he should carry depends on the future he has planned for his wife and children, and his ability to pay for insurance to guarantee the fulfillment of those plans.

First, he should carry enough to maintain them, at least, at a minimum subsistence level. This amount should be great enough to leave them a home, completely paid for, and enough cash to eke out an existence until the children are self-supporting.

No doubt you would like to do more for your family than the minimum. Perhaps you want to plan to leave enough for the higher education of your children, a home paid for, and enough so that your wife will never have to work outside the home, but remember that this will really take a lot of insurance—even \$40,000 would probably not do the job. That amount is far too much for the average man to carry as he simply cannot afford it. Let us concentrate, then, on the man who wants to leave his family a home paid for, and enough cash to live a minimum existence. This is about all that the average man can hope to do.

#### An Illustration

Let us now go back to my earlier remarks about a "minimum insurance program," which will be explained by an illustration. Starting with a man at the age of twenty, let us assume that he buys \$1,000 of Ordinary Life insurance. He does this in order to keep from being a liability to his parents in the event of his death.

At the age of 22 he marries, and immediately insures himself for \$2,000 additional, and insures his wife for \$1,000. This amount on his own life will be sufficient for final expenses, and to take care of his widow until she has made the necessary adjustment, and has become self-supporting.

#### Four Children Are Born

Let's say that four children are born to this couple, the children arriving when the wage earner is 23, 25, 27, and 29 years of age. With the arrival of the first child he insures his own life for \$5,000 additional, and the new child for \$500. With the arrival of the second and third children he insures his own life in each case for \$1,000 more; and the second, third, and fourth children are each insured, as was the first, for

\$500. All of the insurance thus far taken is Ordinary Life. The \$5,000 additional was taken when the first child was born because a young widow with children has an infinitely greater task before her, than a young widow with no children.

At the age of 28 our friend bought a home. From his annual salary of \$3,400 he had saved enough for a down payment so that his mortgage was only \$5,000. He promptly took annual premium 20-year Mortgage Insurance (Home Protection) in that amount. Now, at any time, his wife will be left with a home paid for, and \$10,000 in cash, in the event of his death.

Let us look at this man's situation some 22 years later. His children have grown up, and he no longer needs so much insurance protection. Each child has taken over his own insurance at age 20. At age 50 our friend has completely paid for his home, and his mortgage insurance automatically terminated.

Our friend wants to stop paying insurance premiums now, but he also wants to keep some insurance protection. So he makes use of those "guaranteed values" of his policies that we talked about before. He has \$10,000 Ordinary Life insurance left, which he "trades in" for \$6,370 paid-up insurance: the cash value of his policies buys paid-up insurance. The policy on the life of his wife is also traded for paid-up insurance in the amount of \$643—and his days of paying for life insurance are over.

This, I would say, is a minimum program. If supplemented with Social Security benefits to which many of us are entitled, and if further supplemented by insurance carried by the company for which he works, this could be an ample program, instead of a minimum one.

This minimum program will, however, cost the wage earner, over the years that premiums are paid, and figuring what the payments would have amounted to at age fifty if put into savings at three per cent compounded annually, over \$8600. That is a lot of money, and, as I have said before, deserves your serious consideration and judgment in the spending. The security so bought, however, can not be guaranteed in any other way.

#### How Much Will It Cost?

Perhaps you think that you cannot afford such a program. That is for you to decide; but, before deciding, let us look the problem in the eye. The program outlined will cost an

average of 48.1 cents per day, over a thirty-year period, if purchased from the average insurance company today. That is all. If purchased from CUNA Mutual the cost would be 34.4 cents per day. Compare that figure with the cost of one pack of cigarettes per day, and it doesn't look so enormous. If you use one pack of cigarettes per day from age 19 to age 60, you will, in the 41-year period, at the present retail price of cigarettes in the State of Pennsylvania, have spent \$6,315.64. In Missouri where the state tax is less, and the retail price is, therefore, lower, your total cost would be \$4,259.75. In each case the total cost is shown as the total of your savings, had this money been put into your Credit Union regularly at three per cent compounded annually. That is the way, also, that I figured the cost of the life insurance program. Viewed in this light, the insurance program does not look so expensive; and, I would say, is within the reach of practically all of us.

#### Some Interesting Angles

There are many interesting angles to the program outlined above. You will note, of course, that it constantly changes. That should be true of any insurance program. It should be periodically reviewed, and altered to meet new conditions. The wage earner in our minimum program illustration, for example, could have, at age, say 28, taken advantage of the "extended INSURANCE" provisions of the Ordinary Life policies on his own life, purchased new insurance with the money he was then spending on those policies, and thereby nearly doubling the protection for his family for a number of years. It is also interesting to note that the smaller insurance load is carried at the lowest age, the greatest at the time the family is of maximum size, and the least load after the children are no longer a financial responsibility. This trend parallels the earning power of our wage earner, as it should.

Actually, of course, the wage earning ability of a man aged fifty should be unimpaired, and at that time he should be more able than ever to pay for life insurance. His need for it at that time, is, however, on the decrease; and the average man carries insurance as a protection for his family, not to create an estate for them.

Often insurance already in force can be made to yield higher returns. Here are two actual cases:

### Double Protection

I was recently consulted by a young man twenty-five years of age who has a policy on which payments have been made for twelve years, and on which payments must be made for another eight years. If he were to quit paying on this policy when the next annual payment is due, the policy would be good for 44 more years. Now supposing this man were to suddenly find himself in need of more insurance than he now has, but did not have the money to buy it. Would it not be a good idea to take advantage of this extended insurance clause in the old policy, and invest the money now spent on that policy, for new insurance? Anyhow, it is worth considering. For the next eight years, at least, his family would have the advantage of double the present protection, at no additional cost.

Here is another example from my own life. A few years ago, just after I became interested in life insurance, I noticed that a \$1,000 policy on the life of my wife had a \$600 cash value. It was not an endowment policy, and, therefore, did not pay off until her death. On checking up I discovered that the interest on \$600 at three per cent (my Credit Union usually pays this rate or more) would buy \$700 of Ordinary Life insurance with CUNA Mutual. We promptly bought the new policy, cashed in the old, put the cash in my Credit Union, and now she has \$600 in cash and \$700 in insurance—a total of \$1,300—without any outlay for premiums! Instead of \$1,000. This change cost 12 cents in postage, and will cost an additional 3 cents postage each year.

### Help For You

Changes such as this should not be made except after long study, or on competent advice. Competent advice is, however, yours for the asking, and free.

You should have within your own Credit Union, an Insurance Information Committee. Members of this committee are credit union people who are interested enough in insurance problems to make a special study of them, and to devote their time to helping others in their credit unions get the kind of life insurance they need at lowest cost. Insurance Information Committee members are not agents, and receive no pay for their services. You can go to them in full confidence that they will give you the best advice of which they are capable, with only your welfare in mind.

CUNA Mutual, to which you may write direct, has a free personal insurance counselling service.

None of these sources will state flatly what you should do. They will point out the possibilities, and advantages of one plan over another, but leave the final decision to you.

We have thus far discussed life insurance, why we should have it, who, in a family should be insured and for how much, and a minimum plan has been outlined. Then we discussed the cost of a minimum plan, and who could afford such a plan. We have given several examples of how you may be able to get more value out of the insurance you now own. Now, you may well ask, what is the significance of all that to me, as a credit union member?

### For Less Money

The significant thing is that you, as a credit union member, are eligible to purchase insurance for you and your family, from CUNA Mutual Insurance Society, a company wholly owned by its policyholders credit unions and their members of the United States and Canada. In a sense you, as a credit union member, are a part owner in that company. Through CUNA Mutual you can get a given amount of insurance for about twenty-five per cent less than you would pay the usual insurance company, or, for a given amount of money, you can get about thirty-three per cent more insurance than you could get from the usual commercial company. The figures in my minimum insurance program were based on present-day commercial insurance company rates. From CUNA Mutual, this same program could be had for \$6,161, or for a saving of \$2,446.

Let me say here that I am not an insurance agent, and receive no commission on any insurance sold by CUNA Mutual. CUNA Mutual does not pay commission, but sells direct by mail. That's one reason why it can sell insurance at such low rates. I am the Insurance Adviser of the Gulf Neville Employees Federal Credit Union, at Pittsburgh, Pa., and do this sort of thing for the same reason that you belong to your credit union, and serve it in various ways. I am not trying to sell you insurance, just trying to tell you the tremendous importance of a properly planned program, and where you can get it for the least cost.

CUNA Mutual will sell to you any amount of insurance from \$200 to \$15,000, provided that, not more than

\$10,000 is in permanent type policies. In other words, if you take advantage of the full \$15,000, at least \$5,000 must be a decreasing term Home Protection policy. If you are under forty-six, you can get as much as \$3,000 without a physical examination; from forty-six to fifty, inclusive, \$2,000; and from age fifty-one to fifty-nine inclusive, \$1,000 of insurance without a physical examination.

### For Low-Cost Insurance

If you need low-cost, temporary insurance, you can get one-year, five-, ten-, and fifteen-year renewable and convertible Term insurance. You can get this in any amount from \$200 to \$10,000, whereas the usual type of insurance company will not sell a term policy for less than \$2,500, and that, for a period of not less than five years.

CUNA Mutual will sell you ordinary life insurance within the same limits of amount. CUNA Mutual's Ordinary Life rates can't be beat, and the Guaranteed Values of this policy are as generous as the insurance laws would allow them to be made.

CUNA Mutual doesn't sell 20 Pay-life or Endowment policies for the reason that a combination of ordinary life with CUNA Mutual and savings in your credit union, will yield you, dollar for dollar, more protection for your family; and, if you ever desire to cash your insurance, more money to you.

### The Extra-Ordinary Plan

However, CUNA Mutual does have a plan for you who want paid-up insurance, or an endowment: It's called the Extra-Ordinary plan, and it's really a way of using Ordinary Life to achieve your aim, at low cost. Here's how it works: As we explained earlier, you can always cash in a policy, or "trade it in" for as much paid-up insurance as the cash value of the policy will buy. CUNA Mutual has worked out several very simple charts, showing the amount of insurance to buy at your age, if you want \$1,000 cash in 20 years, or \$1,000 paid-up insurance in 20 years. This Extra-Ordinary plan gives you lots more insurance protection for your money. For example: a 20 Pay-life policy for \$1,000 at age 30 costs \$36.38 from one of the leading commercial companies. But for \$33.08 you can buy an Extra-Ordinary policy from CUNA Mutual for \$1,842. For 20 years you will have almost double

protection, but at the end of 20 years, you stop paying premiums, and you have \$1,000 paid-up for life! If you want a \$1,000 in 20 years endowment, it would cost you \$52.06 a year, purchased at age 30, from this same commercial company. From CUNA Mutual you could buy an Extra-Ordinary policy which would provide \$3,208 coverage during the 20 years you pay premiums, and in 20 years give you \$1,000 cash—for \$57.62. That's only a few dollars more a year for more than three times the coverage during the years you need it most!

You can buy insurance from CUNA Mutual if at the time you apply for insurance you are a member of a credit union affiliated with a state or provincial league, or where no league exists, directly with the Credit Union National Association. Once the insurance policy is issued it is a contract, and remains in force as long as the premiums are paid, regardless of credit union membership.

Policies currently issued by CUNA Mutual place no restriction on the insured as regards occupation, place of residence or travel, or service in the Armed Forces either at home or abroad, at peace or at war.

CUNA Mutual policies allow a 31-day grace period for the payment of premiums; and, if you should fail to pay for some time after that, no interest is charged you if you re-instate within 120 days.

#### Points To Guide You

Regardless of where you buy your insurance, be guided by the following points:

1. Have the bulk of your insurance on the wage-earner.
2. Buy Ordinary Life insurance and save the difference in your Credit Union.
3. Pay your premiums annually.
4. In planning a program take into account Social Security benefits and any group insurance to which you are subject.
5. Don't take any more insurance than you can pay for.
6. Buy CUNA Mutual!

#### Loan Sharks in Texas

THE BETTER BUSINESS BUREAU of Houston, Texas, reports there are about 60 loan sharks operating in that city charging interest rates as high as 200 per cent per year. Soon after the investigation was made public, nearly 1000 persons made complaints.—July, 1950, CUNA Organization and Education News.

## Filene House Trustee

### Wins Writer's Laurels

**W**ILLARD L. KING, Filene House Trustee and pioneer credit union leader in Illinois, is now enjoying the warmth of high critical acclaim for his biography of Melville Weston Fuller: Chief Justice of the United States, 1888-1910. Typical of the reviews in papers from Maine to California, although perhaps written with some justifiable local pride, are these comments from two Chicago papers:

#### PULITZER PRIZE CANDIDATE

"When the Pulitzer judges meet again they will have to do a lot of looking to find a more original and worthwhile contribution to this year's shelf of biography than this thorough and intelligently handled story of a man Illinois almost forgot."

#### OUTSTANDING

"To most modern readers, Melville Weston Fuller is among the least known of those who have occupied the high office of chief justice of the United States. It is appropriate that Fuller, the only Illinois lawyer to be selected for that post, should be rescued from comparative obscurity by a distinguished member of the Chicago bar. . . .

"The book has obviously been a labor of love. It reveals the most painstaking and intelligent research. Yet the mass of material collected is thoroughly disciplined and is employed with skill and discrimination. The prose style, which is never ponderous, is frequently illuminated with flashes of humorous insight. Mr. King has written one of the outstanding judicial biographies. 'Amen'."

To these expert judgments THE CREDIT UNION BRIDGE adds its own vigorous "Amen". Aside from its rank as biography and as legal literature, this book makes absorbing reading. It is put down with reluctance. Its views of boyhood in Maine, of student days at Bowdoin and Harvard, of Chicago in its salad days, of the human foibles of august judges and of Fuller's diplomacy and skill in dealing with them, and of the influences that guided the court as it dealt with historic cases—all are presented so facetiously and yet so authoritatively that the book must be a joy both to the general reader and the student.

#### Distinguished Credit Unionist

Credit unionists take special pride



Willard L. King

in this achievement because of Willard King's distinction not only in the world of law and literature, but also in the credit union world.

Internationally he is known as a Trustee of the Filene Memorial Trust Fund.

In Illinois it was he who drafted the Illinois Credit Union Law and obtained its adoption by the Illinois Legislature. That was in 1922. The previous year a similar attempt had failed. To accomplish his purpose Mr. King performed the rather astonishing feat of uniting in support of the Law the Illinois Federation of Labor, the Illinois Manufacturers' Association, and the Illinois Bankers' Association, and the law was passed.

He contributed largely to the organization of the first hundred credit unions in Illinois, and since the Illinois Credit Union League was organized in 1931 he has been its general counsel.

Credit union workers will understand specially one phase of his achievement in the field of literature. It was done after "working hours". For many years he spent his evenings and vacations in tracking down the more than 5,000 documents he used in the biography; that is, the part of his evenings and vacations when he wasn't being called upon by credit union and other civic demands.

MELVILLE WESTON FULLER: CHIEF JUSTICE OF THE UNITED STATES, 1888-1910, BY WILLARD L. KING. (Macmillan, 1950, \$5.)



# August Total Lowest This Year

By W. B. TENNEY

Assistant Director of Organization

**T**HE 66 NEW CREDIT UNIONS reported by 30 states and provinces during August was the lowest total for any month this year. It means we will really have to work hard in the Fall months to make up lost ground. This month—October—we should all make a special try in order to top 150 for the month. If we succeed, it would be a very fitting tribute to Credit Union Month. It can be done.

Our total for the first 8 months of this year is 718, as compared with 637 for the same months of 1949, and with 536 for the same period of 1948. We are averaging about 10 per month better than last year, but are 10 per month short of our goal (100 per month). Leading leagues for the 8 months are: Ontario, with 57; Michigan, with 50; Texas, with 48; California, with 44; Illinois, with 43. Senior members of the one-or-more-each-month club all retained their membership in August. Maryland, New Jersey and Ontario remain as junior members.

## New Credit Union Drive

One-half of the Drive period (March 1, 1950 to February 28, 1951) is now gone. Our total is 542, as compared with 498 for the same months of last year, and with 448 for the same months of 1948. We are 58 behind our quota at this point, and must remember that we cannot count on the strong finish we have enjoyed previously. This is another reason why we are so strongly urging special effort on organization of new credit unions in the Fall months. Leading leagues in the Drive are:

Michigan and Ontario, with 42 each; California and Texas, with 36 each; Illinois, with 35. At this half-way point in the Drive, the Eastern and Central Districts are tied for top honors. The Canadian District is close on their heels. Standings of the various districts as of the end of August are as follows:

| District     | Quota | Organized | Percent |
|--------------|-------|-----------|---------|
| Eastern      | 195   | 167       | 85      |
| Central      | 186   | 94        | 50      |
| Canadian     | 185   | 91        | 49      |
| Western      | 150   | 71        | 47      |
| Southern     | 125   | 86        | 68      |
| Northeastern | 140   | 50        | 35      |
| Midwestern   | 125   | 38        | 30      |

## League Honor Roll

There are 20 leagues on the Honor Roll at the end of August, having reached 50% or more of their quota. This is 3 less than last month and we hope that will change by the end of September. Seven of the leagues which were on the list last month do not appear this time, and 4 new ones were added. There is room for every league if you just get busy and make the quota. Here are the names and scores of the leagues on the Honor Roll this month:

| League        | Quota | Organized | Percent |
|---------------|-------|-----------|---------|
| British       |       |           |         |
| West Indies   | 5     | 7         | 140     |
| New Jersey    | 25    | 26        | 104     |
| Idaho         | 3     | 3         | 100     |
| Wyoming       | 2     | 2         | 100     |
| Maryland      | 20    | 17        | 85      |
| Ontario       | 55    | 42        | 76      |
| Manitoba      | 18    | 12        | 67      |
| Michigan      | 64    | 42        | 65      |
| Wisconsin     | 22    | 14        | 63      |
| Utah          | 8     | 5         | 62      |
| Texas         | 62    | 26        | 42      |
| Washington    | 20    | 12        | 60      |
| Colorado      | 10    | 6         | 60      |
| West Virginia | 10    | 6         | 60      |
| Kansas        | 17    | 10        | 59      |
| Connecticut   | 25    | 14        | 56      |
| Saskatchewan  | 28    | 14        | 50      |
| Georgia       | 15    | 8         | 53      |
| Illinois      | 70    | 35        | 50      |
| Alabama       | 18    | 9         | 50      |

The totals and quotas of the various leagues as of the end of August are as follows: (Quotas are shown in parentheses).

## CANADIAN DISTRICT

Alberta (20), 0; British Columbia (24), 10; Manitoba (18), 12; New Brunswick (7), 2; Newfoundland (2), 0; Nova Scotia (20), 8; Ontario (55), 42; Prince Edward Island (6), 0; Quebec (7), 3; Saskatchewan (26), 14.

## NORTHEASTERN DISTRICT

Connecticut (25), 14; Maine (7), 2; Massachusetts (30), 10; New Hampshire (5), 0; New York (55), 20; Rhode Island (10), 2; Vermont (8), 2.

## EASTERN DISTRICT

Delaware (0), 0; District of Columbia (10), 2; Maryland (20), 17; New Jersey (25), 26; Ohio (65), 20; Pennsylvania (50), 24; Virginia (15), 7; West Virginia (10), 6.

## CENTRAL DISTRICT

Illinois (70), 35; Indiana (24), 3;

Michigan (64), 42; Wisconsin (22), 14.

## MIDWESTERN DISTRICT

Iowa (23), 6; Kansas (17), 10; Minnesota (25), 5; Missouri (35), 13; Nebraska (13), 2; North Dakota (6), 2; South Dakota (6), 0.

## SOUTHERN DISTRICT

Alabama (18), 9; Arkansas (4), 1; British South America (1), 0; British West Indies (5), 7; Canal Zone (2), 0; Florida (20), 7; Georgia (15), 8; Kentucky (13), 3; Louisiana (23), 9; Mississippi (5), 0; North Carolina (17), 5; Oklahoma (11), 2; Puerto Rico (9), 0; South Carolina (4), 1; Tennessee (18), 8; Texas (60), 36.

## WESTERN DISTRICT

Alaska (1), 0; Arizona (3), 1; California (75), 36; Colorado (10), 6; Hawaii (8), 3; Idaho (3), 3; Montana (7), 2; Nevada (2), 0; New Mexico (2), 0; Oregon (9), 1; Utah (8), 5; Washington (20), 12; Wyoming (2), 2.

## National Directors Organization

At the end of August, 25 National Directors had reported a total of 49 new credit unions. This is convinc-



ing proof that they were serious in their pledge to personally support the organization program. We would also like to see an even greater number of them on the list.

Those who have reported so far are:

|                                   |   |
|-----------------------------------|---|
| L. R. Nixon, Connecticut**        | 1 |
| H. W. Vetter, Iowa*               | 2 |
| M. F. Gregory, Illinois           | 3 |
| Karl S. Little, Utah              | 3 |
| Sidney Stahl, New York*           | 3 |
| D. G. Reimer, Manitoba*           | 3 |
| C. W. Hudson, Texas               | 3 |
| Ernest Moore, Georgia             | 3 |
| P. H. Montgomery, California**    | 3 |
| J. W. Burns, British Columbia*    | 3 |
| Ralph Bendel, Oklahoma*           | 3 |
| Thomas Attwood, Florida           | 3 |
| George J. Keller, Idaho           | 3 |
| G. G. Gudmundson, New Jersey      | 3 |
| Walter Hoffman, Minnesota         | 3 |
| A. Wm. Leary, Pennsylvania        | 3 |
| Frank Tokay, Pennsylvania         | 3 |
| Rudolph Goetz, Pennsylvania       | 3 |
| C. E. Burdick, Texas              | 3 |
| James W. Grant, Dist. of Columbia | 3 |
| J. D. N. McDonald, Nova Scotia    | 3 |
| J. M. Best, Ontario               | 3 |
| A. P. Quinton, Ontario            | 3 |
| Henry Stricker, New Jersey        | 3 |
| R. F. Bergengren, Vermont**       | 3 |

#### Volunteer Organizers' Contest

The Volunteer Organizers' Contest is at about the same point as it was this time last year. At the end of August, there were 12 persons entered and 9 of them had reported a total of 20 new credit unions. Last year there were 12 entrants and 9 of them had reported 23 new credit unions. We hope there will be even more activity in the remaining six months of the contest period. Names and standings of contestants at the end of August are:

|                      |   |
|----------------------|---|
| Richards, Ohio       | 5 |
| Vanderwall, Michigan | 5 |
| Gregory, Illinois    | 3 |
| Hough, Illinois      | 2 |
| Quinlan, Texas       | 1 |
| Holler, Tennessee    | 1 |
| Williams, Ohio       | 1 |
| Ivson, New York      | 1 |
| Bauer, Connecticut   | 1 |

Enter your name in this contest now—today. There is still plenty of time to be a winner if you start now. The contest period is from March 1, 1950 to February 28, 1951. The \$100 first prize will be awarded to the contestant who organizes the greatest number of credit unions within that time. In addition, each contestant (other than the winner) who organizes five or more new credit unions in the contest will receive an award of \$50. To enter the contest, follow these simple rules:

1. Send a letter to Mr. T. W. Doig, Managing Director, Credit Union National Association, P. O. Box 431, Madison, Wisconsin, stating your intention to enter the contest and listing any credit unions you have organized since March 1, 1950.

2. Soon after the organization of each new credit union, advise Mr. Doig of that fact.

3. On or before March 31, 1951,

send Mr. Doig a complete list of the credit unions you have organized in the contest period.

Any volunteer organizer may enter the contest and any contestant can win a prize. Enter your name now and with your letter of entry, ask for the free Volunteer Organizers Kit of useful material.

#### Why Did You Join a Credit Union?

CASH PRIZES are being offered by the Credit Union National Association for the best statements on the subject: "Why I'm glad I joined my credit union."

Winning statements will also be considered for use in printed material designed to increase interest in credit unions. Winning authors thus may have the added satisfaction of knowing that they are making a contribution to credit union progress.

#### The Rules

Here are the rules:

1. Statements are to be on the subject: "Why I'm glad I joined my credit union."

2. Statements must not exceed 50 words in length. Preference will be given to shorter statements, other considerations being equal.

3. Any credit union member may enter as many statements as he wishes to. Each statement should be typewritten or written plainly on a separate sheet; the name, address and credit union of the author should be on the top of the sheet above the statement.

4. Entries should be addressed to: Contest Judges, Credit Union National Association, Madison 1, Wisconsin.

5. Entries must be postmarked not later than March 15, 1951, and received not later than March 31, 1951.

6. First prize will be \$10. Second prize, \$5. Any other entries which the judges give Honorable Mention will receive \$1.

7. In case of ties, duplicate prizes will be awarded.

8. All entries become the property of the Credit Union National Association.

9. The judges will be (1) William B. Tenney, assistant director of organization, Credit Union National Association; (2) J. Orrin Shipe, supervisor of promotion and advertising, Cuna Mutual Insurance Society; and (3) Howard C. Custer, director of publications, Cuna Supply Cooperative. Their decisions will be final.

#### Coming Events

October 13-14-15—The Wisconsin Credit Union League annual meeting, Hotel Athearn, Oshkosh, Wisconsin.

December 1-2-3—Missouri Credit Union League annual meeting, Hotel President, Kansas City, Missouri.

February 2-3-4—New Jersey Credit Union League annual meeting, Hotel Traymore, Atlantic City, New Jersey.

March 9-10—Texas Credit Union League annual meeting, Gunter Hotel, San Antonio, Texas.

March 30, April 1—Nebraska Credit Union League annual meeting, Fontenelle Hotel, Omaha, Nebraska.

April 12-13-14—Pennsylvania Credit Union League annual meeting, Benjamin Franklin Hotel, Philadelphia.

April 13-14—Illinois Credit Union League annual meeting, Hotel Sherman, Chicago, Illinois.

April 13-14—Colorado Credit Union League annual meeting, Pueblo, Colorado.

April 13-14—Michigan Credit Union League annual meeting, Masonic Temple, Detroit, Michigan.

April 20-21—Minnesota League of Credit Unions annual meeting, Hotel Duluth, Duluth, Minnesota.

April 20-21—Ohio Credit Union League annual meeting, Commodore Perry Hotel, Toledo, Ohio.

April 20-21—Indiana Credit Union League annual meeting, Claypool Hotel, Indianapolis, Indiana.

April 20-21—Virginia Credit Union League annual meeting, Hotel Patrick Henry, Roanoke, Virginia.

May 25-26-27—Iowa Credit Union League annual meeting, Hotel Savary, Des Moines, Iowa.

June 20-21-22-23—British Columbia Credit Union League annual meeting, Hotel Vancouver, Vancouver.

#### True Religion

In the home it is kindness.  
In business it is honesty.  
In society it is courtesy.  
In work it is thoroughness.  
In play it is fairness.  
Toward the fortunate it is congratulations.  
Toward the unfortunate it is compassion.  
Toward the weak it is help.  
Toward the wicked it is resistance.  
Toward the penitent it is forgiveness.  
Toward God it is reverence, love, obedience.

—Anonymous.



Edgerton is greeted by League officers upon his arrival in Jamaica: F. Errington Gregg, field representative; Father Sullivan, managing director; Edgerton; Paul A. Thompson, league president; Dudley M. Forrester, assistant treasurer of the League.

# Jamaica League

completes  
affiliation  
with CUNA

By O. H. Edgerton, Asst. Mgr.

CUNA Mutual Insurance Society

JAMAICA is a land of strange contrasts. As I got off the plane at Kingston, I was struck with the natural beauty of the island. Mountains tower into the bluest of skies. Exotic flowers bloom in a profusion of color. Tropical fruits grow without cultivation. Yet in all this abundance, there is dire poverty.

Smart shops are just around the corner from miserable slums. On the street Oxford accents vie with the most beat-up pidgin English. Tremendous fortunes have been made in Jamaica, yet the majority of the population has a hard time to eke out a decent living. The country is most cosmopolitan: through the centuries Spanish, English, Scotch, Irish, German, Portuguese Jews, Syrians, Negroes, and Chinese have settled in Jamaica, each of them bringing something of his own culture with him—yet only one-third of the population can read or write.

Jamaica with an area of 4,014 square miles must support a population of 1,400,000. That's seven times as many people per square mile as in the United States. This would still

not be too bad, except for the fact that only 333 square miles of Jamaica is in plains—the rest is mountainous.

Ten short years ago the credit union idea was introduced in Jamaica. Today 41 credit unions, with over 3,000 members, are operating there, a vital force in the social and economic life of the island.

## Now—CUNA Services

I went to Jamaica for the 10th anniversary celebration at the annual convention of credit unions, the weekend of June 24 and 25. Jamaicans had formed a credit union league in 1945 but they have not been able to take advantage of the services of CUNA and its affiliates, because of governmental currency restrictions. Now at last the Jamaican government granted approval to the League to release U. S. currency to pay CUNA dues and CUNA Mutual Insurance premiums.

The highlight of the convention was the announcement that now the full services of the organized credit union movement were available to

Jamaicans. My main purpose was to explain Loan Protection and Life Savings, and to complete arrangements for these services. Jamaican credit union leaders had been working and waiting for them for a long time, and while I was there 12 credit unions made application for both Loan Protection and Life Savings. There are now 13 Loan Protection and 13 Life Savings contracts in force. The League reports that these credit unions are already seeing a rise in loans and savings, due to the insurance they now offer.

The convention, held at St. George's College in Kingston, was a most successful one. The League received unusual public recognition and good newspaper publicity. Colonial Secretary Hon. D. G. MacGillivray addressed the group, and congratulated the credit unions on their fine work and their steady progress. He said he believed that the new cooperative law, soon to become operative in Jamaica, would be a big help to the credit union movement there.

Bishop McEleney, Vicar Apostolic of Jamaica, also spoke saying that the



Head table at one of the convention sessions. Left to right are Fr. Sullivan, managing director; Donald V. Smith, league director; Paul A. Thompson, league president; Gilmore A. Delgado, league secretary. At the lectern is Austin E. McLaren, league director. Jamaican credit unions received public recognition of their 10th anniversary. Shown attending the Convention are R. T. Cousins, Assistant Cooperative Registrar of Jamaica; the Hon. D. C. MacGillivray, Colonial Secretary of Jamaica; Edgerton, and the Most Rev. John I. McEleney, Bishop of Jamaica.



dire economic need of the people was apparent and that credit unions were helping to build economic security in Jamaica.

#### History

Since 1941 when the first credit union (Clerks Credit Union) was established in Kingston the Jamaican credit union movement has made steady progress against tremendous obstacles. The man behind this heroic effort is Father John Peter Sullivan, a Jesuit missionary, who devotes his full time to helping the Jamaicans to a better economic, social, and spiritual life through the credit union. Father Sullivan is Managing Director of the league. Father Sullivan has a fine sense of humor, a ready smile and a contagious enthusiasm about credit unions which is soon transmitted to everyone who works with him. An outstanding result of this contagious enthusiasm is the Sodality Credit Union (the first Father Sullivan organized).

Not only has the Sodality Credit Union been operating successfully with no bad loans ever since its inception in 1942, but it has taken on the task of zealously spreading the good word about credit unions to other groups on the island. These young men have tirelessly gone about, as a group of volunteer organizers, to share the credit union idea with other Jamaicans.

#### The Study Club Plan

It began with a group of 14 young men who formed a study club. Their objective was the mastery of the credit union idea. For a year they studied intensively, and only after they fully understood the credit union plan, did they officially become a credit union. New members were taken in only after a course of study and an exam. Charter members continued their study of co-operative credit. That's still the pattern for credit union organization in Jamaica.

Many experienced people said, "It will never work." They believed that Jamaicans did not have the background for such a venture and that the credit union idea was too alien to Jamaican tradition to gain wide acceptance. Illiteracy—among the people who need credit unions the most—is another handicap to credit union progress.

But Father Sullivan and his associates have faith in the average Jamaican. They know he can manage his own affairs if given a chance. By working patiently, slowly, on the study club plan, they have shown the way to build successful credit unions among groups which have had

no background in cooperative efforts whatsoever, and no experience in money management.

#### Next Uniting for Strength

Out of this pioneering group came the organization of the Jamaica Credit Union League, Ltd. President Paul Thompson, and F. Errington Gregg, Field Representative, were early members of the Sodality Credit Union, as is Gilmore Delgado, Secretary, and Dudley Forrester, Asst. Treasurer, of the Jamaica League.

Services of the Jamaica League include a Literature series, on-the-spot study club direction, speakers

pool, organizational help, legal advice, accounting forms, bookkeeping instruction, annual audit service. Last year the League's unpaid organizers covered 3,500 miles (much of it on foot and bicycle) and made 181 visits to 30 credit unions (plus courses given).

This is an amazing record when you stop to think that most of these miles were slowly covered over rough, winding mountain roads.

The Jamaican League acts as a central credit union for its member credit unions, accepting deposits, with interest, and making loans at 4% per annum up to 30% of the

# PROTECT

## YOUR MEMBERS' SAVINGS . . .



Your members' savings—their credit union funds—are protected everywhere and all the time under a Lumbermens Blanket Bond (Standard Form no. 23)—a contract especially designed to meet credit union needs.

Standard Form no. 23 combines nearly all forms of bond and insurance protection in ONE bond. And, the on-premises feature covers your organization's money or securities in your own or any office (except a U.S. post office) where the funds may be in the usual course of business. There is no need to accept burglary or robbery policies which limit the protection to your safe or immediate office.

Get in touch with the CUNA Insurance Research division for detailed information.

### Lumbermens MUTUAL CASUALTY COMPANY

Operating in New York State as Lumbermens Mutual Casualty Company of Illinois  
James J. Krueger, President H. G. Radtke, President  
MUTUAL INSURANCE BUILDING, CHICAGO 40



First Loan Protection and Life Savings contracts being prepared for Jamaica. As soon as currency was released for premiums, 12 credit unions applied for both policies.

capital of the credit union. The League office is run on a minimum budget. The people of Jamaica are poor, and their credit union savings are in the smallest units. Naturally, league's dues are comparably small. Nevertheless, I found the Jamaicans anxious to use the most modern methods and do the most efficient job. They are eager for help, and make good use of CUNA literature. Joan Kleinhaus, Office Manager for the League deserves a lot of credit for the fine job she is doing.

#### League Sponsored Radio Program

Typical of the live-wire activities of the league is the current radio program conducted by the League—a 12 week educational round table on credit unions, called "Campfires." Each week a panel of credit unionists discusses some aspect of credit union fundamentals. All over the island groups large and small meet to listen to the broadcasts, and to "sit around the campfire" afterward and continue his discussion. Already the League is seeing results.

#### Credit Unionettes

An important part of the credit union and co-op program in Jamaica is the children's credit union—called *Credit Unionettes*. At the end of last year 14 schools had active *Credit Unionettes*, with the children, from 4 to 14 not only saving their money regularly, but running their organizations with only guidance and banking on the part of the teachers. These children have saved \$2,562 at the end of last year.

Regular study of co-op principles, plus active operation every day prepare the children to jump into adult credit unions and cooperatives. As Father Sullivan says, "Credit Unionettes are adult credit unions diluted and watered down to fit a Jamaican

child's digestive limitations."

Children save regularly, and for provident purposes, withdraw from their deposits to meet their needs. Credit Unionettes always rely heavily on regular study-clubs.

The children capitalize their own cooperative ventures. For example: Immaculate Conception Credit Unionette: Children withdrew from their deposit capital, to buy awning material at wholesale, repaired the school awning, which they sold the school at retail. The difference was returned to the children. St. Anthony Academy Credit Unionette: Children buy shares in their own co-op buying club with money saved in their credit union. Later they bought school supplies, sold to themselves at retail, the difference to be each one's patronage refund. Another credit unionette financed the children's own 4-H projects.

#### St. George's College

The league works in close cooperation with St. George's College Extension School Cooperative Department. In all their leaflets and booklets and in co-op songs with plenty of zip, the credit union is promoted as a basic and integral part of the cooperative plan. The title of one leaflet, "No Study? No Credit Union!" is indicative of the serious approach to credit unions in Jamaica.

#### Now Is The Time

ARE YOU IN EARNEST? Seize this very minute:

What you can do, or dream you can, begin it;

Boldness has genius, power and magic in it.

Only engage, and then the mind grows heated;

Begin, and then the work will be completed.—Goethe

## This Man Filene

(A review of *LIBERAL'S PROGRESS*, a biography of Edward A. Filene by Gerald W. Johnson)

AFTER the first World War, when Europe was on the edge of an economic abyss, an international conference agreed that the Dawes Plan proposed by the United States offered real hope for relief and should be tried. However, neither the delegates of France nor of Germany dared go back to their governments with the concessions involved.

Edward A. Filene, who was attending the conference "on his own," with no official status, offered to go personally and argue the case with the leaders of the two governments. This he did, successfully.

\* \* \*

On a trip to India Filene heard about a government official who had given up a position of great prestige and income, to help the poor people organize credit unions. Against strong warnings as to his safety and comfort he insisted upon taking a dangerous and exceedingly arduous automobile trip across the country with the official—so that he could learn first-hand the facts involved.

\* \* \*

When he was a very young man, Filene wrote in his journal one evening, "I feel big enough to conquer the world—and know that tomorrow I shall sell pins."

\* \* \*

These are some glimpses from the life of Edward A. Filene, as presented by Gerald W. Johnson in his brilliant biography "Liberal's Progress—Edward A. Filene—Shopkeeper to Social Statesman."

It is a story—told by a master writer—of a Successful Man who felt keen social responsibility, but who was very human; often exasperatingly human. To credit union people who know of Filene, and honor him, only because of his contribution to credit union history, this book will be a revelation and a source of increased respect for the man. All readers will find inspiration and help in facing the complex personal, community, and international problems of today.

Something of the scope of the book, and of the man, is told by the chapter titles:

1. The Man.
2. The Merchant.
3. The Citizen.
4. The Patriot.
5. The Internationalist.
6. The Technician.
7. The Prophet.

**The Credit Union Bridge**

This is, indeed, a notable contribution to the literature of Success and of Social Progress. But don't let the fact that you should read it dull your appetite for it. It is also pleasant and entertaining, even exciting, reading.

H. C. C.

## A Special Book Offer

Now you can kill two birds with one stone. You can obtain your personal copy of the invaluable book reviewed above, while you further the completion of Filene House, your international credit union headquarters.

You can do this, thanks to a generous gift of the Connecticut Credit Union League, which it has made to the Credit Union National Association because it wanted (1) to do what it could to get the book widely read and (2) to get Filene House properly finished.

The gift provides 750 copies of *Liberal's Progress*, to be distributed as follows: You address your requests for copies to the Credit Union National Association, Madison 1, Wisconsin, and enclose \$5 for each copy requested. Checks should be made payable to Credit Union National Association. The whole amount collected will be used for Filene House. Help yourself and help your credit union movement to grow, by sending your contribution with your request now.

## We Can't Have Unless We Give

THE CHRISTIAN WAY is a dual way. You want to be free? Then protect the freedom of others. You want a break for yourself? Then give the other person a break. You want your dollar to buy more at the store? Then give more for the dollar you get in your pay envelope. You want to go on the green light? Then stop at the red light.

The Christian Way is to give and take. It's not all give; it's not all take. It can't be for we can't have one without the other. We can't live well unless we produce well. We can't be respected unless we earn respect. We can't be appreciated by our fellows unless we carry our share of the load. We can't get—unless we give. —Author Unknown.



## More Popular Every Year

We stock more of these pocket calendars every year, but still the demand has exceeded our generous expectations. Order now to insure delivery.

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Order from your league supply department or

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Owned and operated by credit unions through their leagues.



# The Way I See It

## Likes Credit Union Shop Talk To The Editor:

Just received my personal copy for September. It is the most informative this year. Please have more articles like "Lending Policies" by Mr. Doig, if you please. I think it is a dandy. R. I. Elliott, Treasurer; W. E. A. (Petersboro) Credit Union; Petersboro, Ontario, Canada.

## Letter of Appreciation

TO: THE BOARD OF DIRECTORS,  
DANVILLE POSTAL CREDIT UNION

I wish to express my most sincere appreciation to the credit union for the consideration and kindness shown me during my recent protracted illness.

When it comes to service in the interest of humanity in time of need, I can certainly recommend the Danville Postal Credit Union as being outstanding. I shall always be a credit union supporter and will be glad to be of assistance at any time possible in carrying on the good work.

With best wishes for the continued success of your splendid organization, I am very sincerely yours, Kyle Q. Clifton, P.O. Clerk.

This letter is greatly appreciated and is the first ever received from anyone expressing their appreciation for the good deeds we try to do with the credit union. As a rule people are prompt to complain but very slow to praise. This is further proof that we should, while we are able, do our best for the credit union so that if we are ever down and need a friend, then we have a strong credit union to stand behind us.—Danville Postal Credit Union Bulletin, Danville, Virginia.

## You Were Right Jim Barry

FROM: HUMBLE EMPLOYEES LONGVIEW FCU THIRTY NEWS

James M. Barry, likable and efficient Managing Director of the Texas Credit Union League, has remarked to your Treasurer many many times that some day, some how, your credit union would regret having placed a maximum on the amount that you could deposit in your share accounts.

Always, in the past, your Treasurer has told Barry that the Humble employees were different from other

companies—that if we removed the restrictions the Humble employees would rush to their Thrift Fund in the Humble Annuity and Thrift Plan and deposit their withdrawable cash to their share accounts—thereby trading a lower percent interest for the 5% to 6% dividends.

But, it appears, we were wrong—badly wrong—so the next time we see Jim we'll have to admit it unless you prove we were right.

Remember, you can now deposit \$1,500, plus all your accumulated dividends, to your share account with absolutely no restrictions as to the amount per month that can be deposited.

We hope to have your check by return mail.

(Reported in the same issue "During the past two weeks we have turned down over \$10,000.00 in good loans.")

## CUNA Comes Through Again

FROM: THE CALIFORNIA CREDIT UNION LEAGUE

It's axiomatic among credit union people that many treasurers are grossly underpaid, particularly those who serve small credit unions. The comment is often made that for the same amount of work, we could earn three times the salary, in a "real" job. It's hard to answer that. It sounds a little silly, in these materialistic days, to explain that there is a compensation in credit union work more satisfying than a fat purse. For example:

Shortly after Christmas last year, a husband and wife came to the Fresno Grangers Federal Credit Union to ask about a loan. They owned twenty acres of peaches and grapes, a fertile and productive ranch. But fruit prices have been low for two years, and they had been having trouble in those years, too; expensive illness, bringing death to three members of their immediate family. There was a five-hundred dollar payment due on the car, and the expenses that came with death were still unpaid. We loaned them \$1,000.00, with the car as security.

A month later they returned. Could we finance the crop for them? They had worked out a budget of

\$3,200.00, their living expenses covered by his part-time job. This too, was approved, and a check for \$1,000.00 issued, the balance to be advanced as needed. In March, the second thousand dollars was drawn, and shortly thereafter, he died.

From CUNA Mutual Insurance Society came a check in the sum of \$3,023.73—payment in full for the loan on the car, and for the \$2,000 advanced on the crop loan. To the widow and her little girl, this means her home is secure, their livelihood assured. And to the officers and committeemen of the Fresno Grangers Federal Credit Union comes that deep satisfaction only credit union enthusiasts can understand.

## The Cardinal Purpose

FROM: THE CALIFORNIA CREDIT UNION LEAGUE

With or without Regulation W, the credit committee of any credit union should keep in mind that their responsibilities to the members of the credit union in fulfilling their duties as credit committee members is to approve loans on the basis that they are going to benefit the borrowers; that they have the security required and the ability to repay. With or without a regulation relative to the extension of credit, service should remain the cardinal purpose for which a credit union is operated. If any proposed loan is going to be of practical use to the recipient, every effort should be made to approve it.

## Personalized Service

FROM: A CREDIT UNION PRESIDENT'S REPORT

Excerpts From Our President's, Mr. Frechette's Speech At The Annual Meeting:

"Our main job is to build economic security for all our members. We are not only in a strong, but rather unique position to accomplish this, because we are definitely interested in the welfare of the individual member, and because we have the 'machinery of contact' to do so."

"We can, and we must, and we will give our members the kind of personalized service that they have come to expect from their credit union."

—Mr. Frechette of St. Mathieu's Parish Federal Credit Union, Fall River, Massachusetts.

## The Usual Question

ST. PETER: "And here is your golden harp."

NEWLY ARRIVED AMERICAN: "How much is the first down payment?"

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## Credit Unions Making Automobile Loans

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- Assurance of Fair Claims Payments** through years of reliable claims service rendered and provisions for appealing claims to the league's automobile insurance committee.

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For further information write Cuna or  
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